



# **Stay.com Public Beta**

# **A User-Centric Online Travel Development**

# Stay.com

#### A Short Preview of Elements

#### **Slide descriptions**

- 3 Landing page and brief intro to basic guide building elements
- 4 Featured (or recommended/voted user guides (Stays)
- 5 Maps in your pocket. Printed PDF Guides (part one)
- 6 Guides in your pocket. Individualized relevance (part two)
- 7 Stay goes deep. The drilldown to advanced user guides.
- 8 Linked elements. Guides and Stays built, shared, binding a travel story
- 9 Below the fold. The beginning of advanced place relationships
- 10 Basic reviewing and adding Stay objects.
- 11 Basic interactive maps. The "where" of travel planning.
- 12 Your Stay guide building basics
- 13 Previewing your Stay guide. (from map view creation)
- 14 Basic Facebook sharing.

#### Personalized Travel Guides in Your Pocket And In Your Friends' Too



Rome GUIDE

Rome GUIDE

#### The Landing – The Beginning of a Stay

Stay.com's landing page is designed to be impactful, and aesthetically beautiful, while providing users with the most easily understood and navigable controls possible.

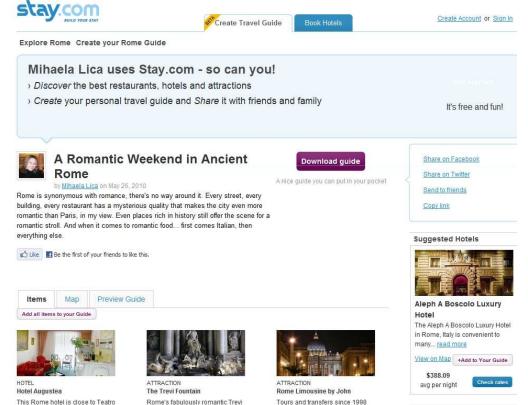
Intuition is a big part of Stay's developmental process. From search to navigational aides, Stay will be simple as well as a deep reservoir of information.

### **Featured User Stays**

#### **User Built and Suggested Guides**

Beyond a review, more deep than simple text or lone images, users on Stay build and share guides to the places and times of their lives – their travels.

Stay is interactive and social, on site, as well as on Twitter and Facebook. The Stay community can also discuss on Stay their plans and experiences.



### Maps In Your Pocket (Soon Stay links to your iPhone)



# Where Are We?

Stay.com provides users with downloadable PDF travel guides and maps of their itineraries.

Upcoming versions will be fully mobile. The Imagine utilizing Stay.com as an instantaneous, on the spot resource, a real time booking engine for attractions. An Uplink to a vast network!

#### Landmarks, History, Your Fiends, in Your Pocket

#### Individualization and Relevance

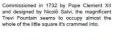
What could be more personal, more relevant, than a guide – on or offline - tailored to your Stay?

The image at right shows this persons itinerary visually and textually. Combined with the map (and notes), he or she has in hand (later on their mobile) everything they need to promote their Stay.

Multiply this by the collective refinement.

#### stay.com

The Trevi Fountain Rome's fabulously romantic Trevi Fountain Piazza di Trevi 00187





Rome Limousine by John Tours and transfers since 1998 Via Cavour, 144

E-Mail: johnjamesfiore@yahoo.com Website: www.romelimousinebyjohn Phone: +39 338 4289389 ebyjohn.cor Credit cards: Yes Opening Hours: Hours vary depending or selected services

Rome Limousine by John is based in Rom Italy. All Drivers operate modern Mercedes sedans and luxury vans and provide quality service to all Americans, Canadians, English and Australian Tourists. This company offers tours, shore excursions, and transfers for private groups traveling in the area

U'Olfattorio – Bar à Perfums

La Bottega del Cioccolato

La Bottega del Cioccolato Sinfully delectable chocolates created on site

Website: www.labottegadelcioccolato.it Phone: 39 06 48 21 473

If you are looking for the best in Roman

nomemade chocolates, you may be able to stop

your search at La Bottega del Cioccolato. Inside you will feel luxury in their dark red walls and old-fashioned glass cabinets, displaying their

irresistible concoctions in a manner in which

ALC: NOT THE

Via Leonina 82 E-Mail: info@labottegadelcioccolato.it

they deserve.

Follow your nose to L'Olfattonic Via Ripetta 34 00187 Website: www.olfattorio.it Phone: 06 361 2325 Opening Hours: 11am-7.30pm Tue-Sat



L'Olfattorio - Bar à Perfum

o Isola Tiberina (Tiberina Island)

Home to ancient Roman ruins and the summe Cinema Festival

Isola Tiberina 00186 E-Mail: info@isolatiberina.it Website: www.isolatiberina.it Phone: +39 06 488 991 Opening Hours: 24 hours a day, 7 days a week

The Isola Tiberina, or Tiberina Island, is a boat-shaped island which sits in the River Tiber It is linked to the edges of each side of the river with the Fabricio and Cestio bridges. The island was once the home of the Temple of Aesculapius, and some evidence of an ancient city is still here



L'Olfattorio - Bar à Parfums, one of their experts will take you into their care and help a select an individual perfume that's ideally

Phone: 011-39-06-574-6810 Opening Hours: May-June: Daily 8am-6:30pm. Daytime opening may be extended for summe evening events

Located on the Aventino, Roseto Comunale served as a Jewish cemetery for hundreds of years until being presented to the city in the 1900s. Its layout pays a tribute to the Roseto's history with paths making up traditional Jewish symbols, such as the candelabra, all surrounded by lovely roses.

A Romantic Weekend in Ancient Rome | Rome

Garden)

Roman history

Via di Valle Murria 6/7

O Roseto Comunale (Municipal Rose

An extraordinary rose garden honoring Jewish



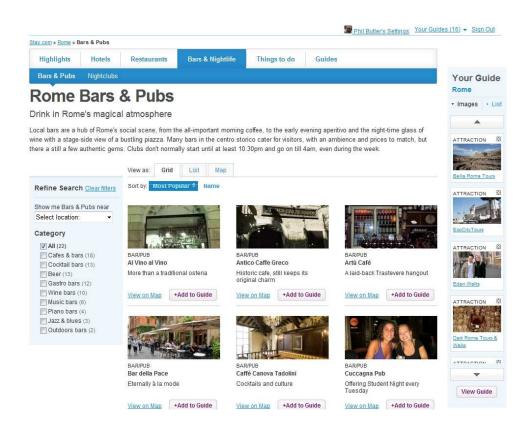
Comunale (Municipal Rose Gard

Villa Borghese Gardens

Home of great attractions, romantic walkway and botanical gardens Villa Borghese Gardens



#### **Stay Goes Deep**



Stay.com, even at the launch of The public Beta, is the most in Depth online travel guide (for its size) in the world.

Ultra simplified filtering of bars and pubs for example, let's users pick and add the top rated bars in any city to their Stays. Not just by user reviews, but graphical and in depth ones. Stay takes opinions much farther than fuzzy text. And, there is much more to come.

# **Every Element Inextricably Linked Your Stay**

If you ever hungered for a tool that could refine your travel experience, Stay.com Beta is a huge step in the right direction.

You can add the Rome restaurant at right to your Stay, make notes about it, review it, put it and other venues in your coat pocket, and later not only tell your friends and the community about it, but SHOW them. Soon via your own images, voice, and video.



An interesting up and coming tourist spot

Want something a little different in style from the more traditional restaurants in Rome? Apuleius offers an interesting menu that is full of the usual Italian favorites, but the locale is definitely fun

Frescos adorn the walls and the three brothers who own Anuleius are entertaining and eager to speak with new diners. While the majority of people who eat here seem to be locals, this little spot is starting to get noticed by the tourists, as well

#### **Related Restaurants**



+Add to Guide

Alberto Ciarla

View on Map

restauran

Probably Rome's best fish





Antico Arco



Gourmet dining in a minimalish

View on Map +Add to Guide



Glass Hostaria

Trastever

Bold, contemporary cuisine in



French bistro vibe

View on Map +Add to Guide View on Map +Add to Guide





Images + List





ATTRACTION

Via del Tempio di Diana 15 Rome Phone: 00-39-06-57289229

Open Hours: 8pm-11pm Closed Sunday Price: €40-100

+Add to Guide

Apuleius

# **Below the Fold**

In the screen below you see what's below the fold beneath the previous restaurant. Note the locations and distances, but especially "your guide," which floats along with you as you scroll. Just find a nearby attraction and click add.

#### **Related Restaurants**



RESTAURANT Alberto Ciarla Probably Rome's best fish restaurant



RESTAURANT Antico Arco Gourmet dining in a minimalist interior

View on Map

+Add to Guide



RESTAURANT **Glass Hostaria** Bold, contemporary cuisine in

+Add to Guide

Trastevere

View on Map



RESTAURANT Al Ristoro degli Angeli Italian gourmet with an old-style

French bistro vibe









ATTRACTION

View on Map



## **Nearby Restaurants**

+Add to Guide



RESTAURANT Da Remo

View on Map

The best place in town for authentic pizza romana 0.68 km from Apuleius

View on Map +Add to Guide



RESTAURANT Da Felice

Formerly basic trattoria in the heart of trendy Testaccio 0.68 km from Apuleius

View on Map +Add to Guide



RESTAURANT San Teodoro



0.89 km from Apuleius





RESTAURANT Alle Fratte di Trastevere A warm-hearted family trattoria 1.09 km from Apuleius View on Map +Add to Guide

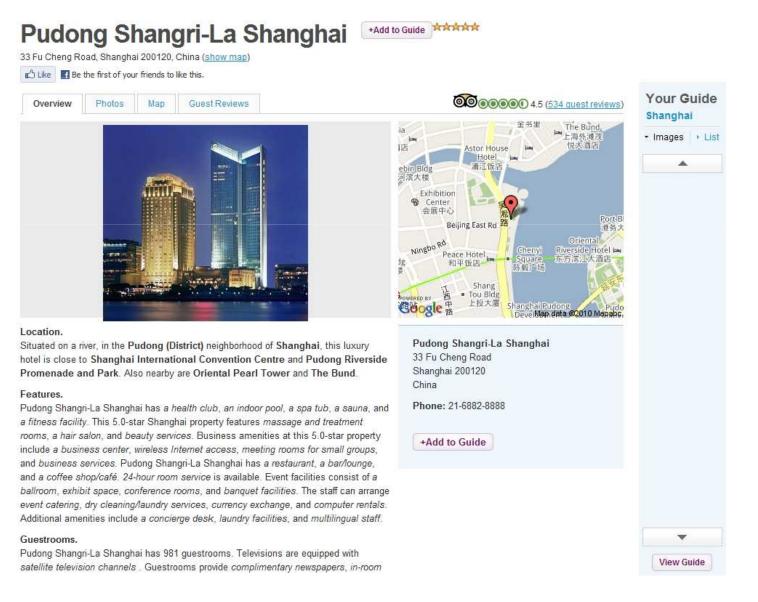






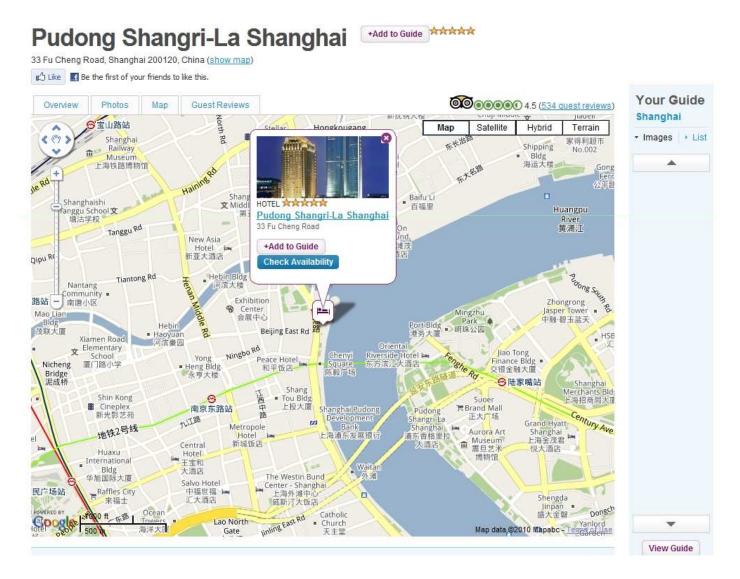
### **Reviewing and Adding Stay Objects**

The view below shows a nice Shanghai Hotel. You can see the interactive map, and my user Stay guide panel to the right. Nice place, I think I will check it out on the map.



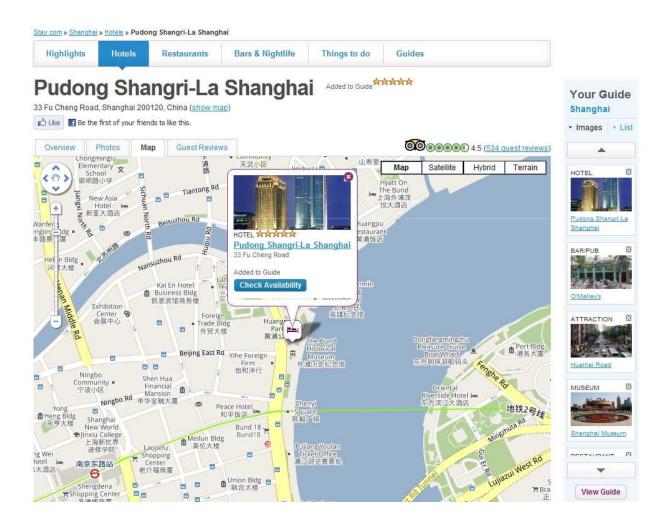
### **Interactive Map View**

In this view (the drill down) you can see your hotel's location, check for availability, and add it to your stay if so desired. Many other interactive map aspects are on Stay.com 2.0, and many more are being added each week. But, this basic hotel review shows the straightforward interface.



#### **Your Stay Building**

As you can see in this next view, I have added other attractions to my this guide on Stay, as well as having adding this hotel to the top of my guide list via the "add to stay" button.



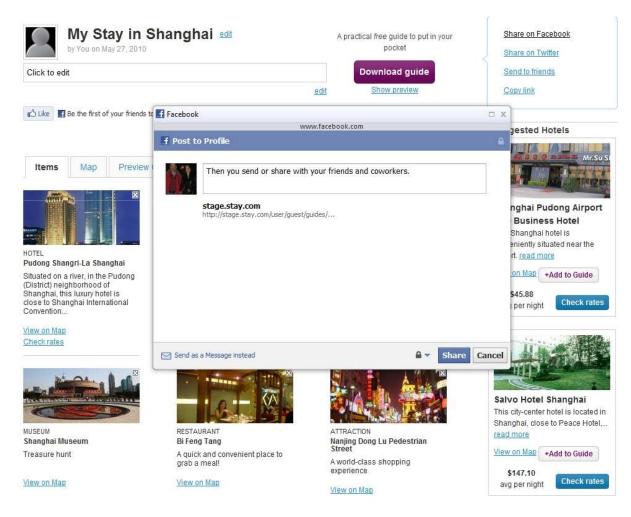
#### **Preview Your Guide**

Clicking "preview your guide" brings up the user created guide. You will not I have not booked my hotel yet, only chose it. The intuitive interface waits for your decision (it asks you to if you want to check for those rates – this takes you to the booking engine.

My Stay in S by You on May 27, 2010	Shanghai 🔤	A practical free guide to put in your pocket	Share on Facebook Share on Twitter
Click to edit		Download guide	Send to friends
		edit Show preview	Copy link
Be the first of your friends	o like this,		Suggested Hotels
Items Map Preview	Guide		AURANT CONTRACTOR MIT. SU
HOTEL	BAR/PUB	ATTRACTION	Shanghai Pudong Airport DLD Business Hotel This Shanghai hotel is conveniently situated near the airport. read more
Pudong Shangri-La Shanghai Situated on a river, in the Pudong (District) neighborhood of Shanghai, this luxury hotel is	O'Malley's A taste of Ireland!	Huaihai Road One of the city's go to retail and shopping corridors	View on Map +Add to Guide
close to Shanghai International Convention	View on Map	View on Map	avg per night Check rates
View on Map Check rates			
			Salvo Hotel Shanghai This city-center hotel is located in Shanghai, close to Peace Hotel
MUSEUM	RESTAURANT	ATTRACTION	read more
Shanghai Museum	Bi Feng Tang	Nanjing Dong Lu Pedestrian Street	View on Map +Add to Guide
Treasure hunt	A quick and convenient place to grab a meal!	A world-class shopping experience	\$147.10
View on Map	View on Map	View on Map	avg per night Check rates

# Sharing

The rest is fairly obvious. We have come full circle, except for all the other attractions and searching options. These simple steps allow Stay.com users to fairly quickly learn about, choose, document and share their travel plans, ideas, stopovers, changes, and everything that transpires (with images and video soon) while they travel.



## **Upcoming Stay Features**

#### **Geo-Location Engagement**

Where you are, is where it's at



Widgets and Networking

Post Your Stay's Everywhere

Stay.com is already designing and refining tools which will allow users far more outreach and networking ability.

Blogging your personal and collective travel experiences, commenting on them, discussing them, showing them to the world will soon be available for Wordpress, as well as social networks.